

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRAL - TV Raleigh, NC	Date: 10/11/2012
---	----------------------------

I, Amy Mills,

being/on behalf of: Sullivan, Caroline, a legally

qualified candidate of the Democrat political

party for the office of: Wake County Commissioner

in the General

election to be held on: 11/06/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 10/22/2012

Date of Last Broadcast: 10/28/2012

Total Charges: \$*****8,716.75 NET / \$ 10,255.8

Copyright ©2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced or Further Distributed.



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

SEE ATTACHED

I represent that the payment for the above described broadcast time has been furnished by:

Caroline Sullivan for Wake

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Perry Woods/Barrett Brewer, Campaign Manager/Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/11/2012

Date

Amy W. Mills

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Laura Stellman

Signature

LAURA STELLMAN

Printed Name

SALES MGR

Title



CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision 119469 /		Alt Order # 06372639
Product 2466		
Contract Dates 10/22/12 - 10/26/12		Estimate # 2466
Advertiser Sullivan for Wake County Commissioner		Original Date / Revision 10/16/12 / 10/16/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WRAL	Account Executive Brad Danielli	Sales Office Atlanta TeleRep
Special Handling CIA - Mark PAID		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

LUC MEDIA GROUP INC
25 Whitlock Place
Suite 201
Marietta, GA 30064

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/22/12	10/26/12	WRAL AM News	6-7a		:30			NM	3	\$2,700.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$900.00			
N 2	WRAL	10/22/12	10/26/12	Dr. Phil	9-10a		:30			NM	3	\$1,005.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$335.00			
N 3	WRAL	10/22/12	10/26/12	The Doctors	10-11AM		:30			NM	2	\$670.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$335.00			
N 4	WRAL	10/22/12	10/26/12	Price is Right	11a-12p		:30			NM	2	\$1,140.00
		CLASS 2 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$570.00			
N 5	WRAL	10/22/12	10/26/12	Noon News	12p-1p		:30			NM	3	\$1,605.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$535.00			
N 6	WRAL	10/22/12	10/26/12	The Insider (1-130p)	1-130p		:30			NM	3	\$1,005.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$335.00			
N 7	WRAL	10/22/12	10/26/12	Young and the Restless	4-5p		:30			NM	3	\$2,130.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$710.00			
Totals											19	\$10,255.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
119469 /	06372639

Contract Dates	Product	Estimate #
10/22/12 - 10/26/12	2466	2466

Advertiser	Original Date / Revision
Sullivan for Wake County	10/16/12 / 10/16/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	19	\$10,255.00	\$8,716.75
Totals	19	\$10,255.00	\$8,716.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.